



**Missouri Travel Barometer**  
**January 2016 Report**  
**(Data available as of 2/16/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**January Report Highlights**

**Lodging Statistics: 2015 Calendar Year to Date through December**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy and RevPAR while other states are showing stronger growth in Demand and ADR.

**Missouri Lodging:**

Demand up 3.6% -- Occupancy up 3.0% -- ADR up 3.9% -- RevPAR up 7.0%

**SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through November**

- For FY15, a 6.6% (\$764.5 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- For CYTD15, a 6.2% (\$678.8 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Nov
- Nov 2015 saw a 3.0% (\$26.5 million) sales revenue increase compared to Nov 2014

**Website Visits: 2016 Calendar Year to Date through January**

- Total web visits (main site and mobile visits) were down 10.6% for January 2016 compared to January 2015
- Blog web visits were up 10.27% for January 2016 compared to January 2015
- Combined web and blog visits were down 7.99% for January 2016 compared to January 2015

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through January**

- 7,911 responses for 2016 YTD – a decrease of 57.4% (*Please note—This decrease is due in large part to the fact that in January 2015 there were a large number of leads entered into the data base due to the Welcome Center Research study that we did not have in 2016*)

**Welcome Center visits: 2016 Calendar Year to date through January**

- For CY 2016 the centers are up 4% for January 2016 compared to the same period in 2015

**Commercial airport deplanements: 2015 Calendar Year to Date**

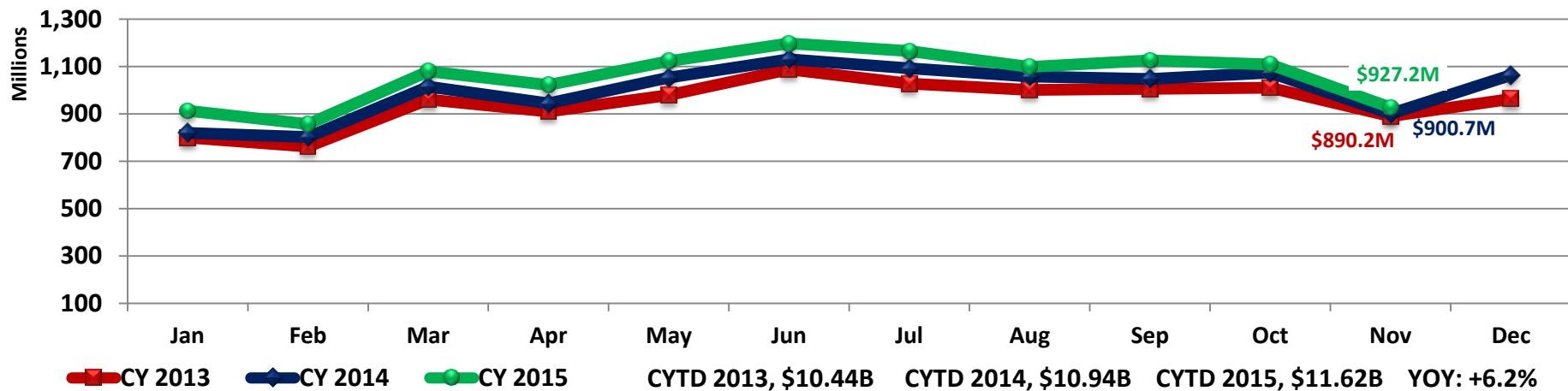
- Columbia up 23% for Jan – Dec 2015
- Kansas City up 3.5% for Jan – Dec 2015
- All airports up 2.9% for Jan – Oct 2015

**nSight-Searches and Bookings on third-party travel websites**

- Conversion for travel (Booking) to Missouri across third-party sites was up 20.86% for Jan YOY
- Top booking cities for Jan YOY were KC, Chicago, St. Louis, Dallas, Denver, Houston, Columbia, Minneapolis
- Top searching international cities for next 60 days: Bangkok, Toronto, Buenos Aires, London, Vancouver
- Volume for third-party travel site searches for Feb – March shows 11.57 million searches for Missouri

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

## Sales Revenue from 17 Tourism SICs



## Total Web Visits

